

Message Text

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ACTION EUR-25

INFO OCT-01 ADP-00 EB-11 AGR-20 CU-04 CIAE-00 DODE-00

PM-07 H-02 INR-10 L-03 NSAE-00 NSC-10 PA-03 RSC-01

PRS-01 SS-15 NIC-01 RSR-01 /115 W

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R 191245 Z JUN 73

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 9727

INFO AMCONSUL MUNICH

USIA WASHDC

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E. O. 11652: N/A

TAGS: PFOR, UR, US

SUBJ: SOVIET MEDIA ON BREZHNEV VISIT

1. JUNE 18 BROUGHT LIVE TV COVERAGE OF THE ENTIRE SOUTH LAWN CEREMONY AT THE WHITE HOUSE, WHICH WAS REPEATED ON THE EXTENDED EVENING NEWS. THE RECEPTION BY THE CROWD AT THE WHITE HOUSE WAS DESCRIBED AS "UNUSUALLY WARM." APPROVING COMMENTARY FROM THE FOREIGN PRESS, PLUS THE COMMENTS OF A HERO OF SOCIALIST LABOR METAL WORKER FROM DONETSK, ACCOMPANIED EVENING NEWSFILM OF CEREMONY. RADIO HAS CARRIED REGULAR, DETAILED REPORTS INCLUDING LENGTHY TEXTS (E. G., BANQUET TOASTS).

2. ATMOSPHERE OF TALKS DESCRIBED BY TASS AS "BUSINESSLIKE" -- SAME TERM APPLIED TO OPENING OF SUMMIT TALKS LAST YEAR.

3. CABLED GREETINGS FROM CENTRAL COMMITTEE OF CPUSA TO BREZHNEV PRINTED ON PAGE ONE OF PRAVDA JUNE 19. IZVESTIA ON JUNE 18 ALSO FEATURED INTERVIEW WITH HENRY WINSTON, CHAIRMAN CPUSA. WINSTON DESCRIBED VISIT AS "HISTORIC," AND ASSERTED CPUSA REGARDS IT AS IN INTEREST OF PEACE, DEMOCRACY AND SOCIALISM. (COMMENT: PROMINENT TREATMENT OF CPUSA -- LIMITED OFFICIAL USE

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INCLUDING GUS HALL JUNE 17 TV INTERVIEW -- POSSIBLY INTENDED TO REASSURE DOUBTERS THAT DEALING BETWEEN CPSU LEADER AND USG HAS APPROVAL OF CP MOST CONCERNED, WHOSE INTERESTS MIGHT APPEAR HARMED BY DETENTE. END COMMENT.)

4. IZVESTIA OF JUNE 18 DESCRIBED VISIT AS MOST IMPORTANT EVENT IN HISTORY OF US - USSR RELATIONS . PRAVDA OF JUNE 19 DEVOTED ENTIRE FIRST PAGE TO VISIT EXCEPT FOR LEAD EDITORIAL ON INITIAL WHEAT HARVESTING IN KAZAKHSTAN. OTHER CENTRAL DAILIES FRONTPAGED VISIT WITH PICTURES AND GENEROUS SAMPLING OF OFFERINGS FROM TASS. BREADTH OF PRESS CAMPAIGN INDICATED BY LEADER DEVOTED TO VISIT IN USUALLY APOLITICAL CHILDREN' S PAPER, PIONERSKAYA PRAVDA.

5. PRESS HAS ALSO FEATURED SPATE OF ARTICLES DESIGNED TO CAST US AND THINGS AMERICAN IN GOOD LIGHT. EXAMPLE IS ALMOST FULL COLUMN REVIEW OF SAN FRANCISCO SYMPHONY , NOW APPEARING IN MOSCOW, CARRIED IN JUNE 19 SOVETSKAYA ROSSIA.
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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts:
Control Number: n/a
Copy: SINGLE
Draft Date: 19 JUN 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MOSCOW07194
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730624/aaaajhpg.tel
Line Count: 85
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 17 AUG 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17-Aug-2001 by martinml>; APPROVED <04-Dec-2001 by morefirh>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> jms 980217
Subject: SOVIET MEDIA ON BREZHNEV VISIT
TAGS: PFOR, UR, US
To: EUR
MUNICH
SECSTATE WASHDC
USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005